

Solicitation HSBP1009R2185 Amendment 2
Questions and Answers.

1. What specific groups and or language capabilities will be targeted?

A: Advertising will be done to fill positions across CBP lines. They will always be in English and in some cases will target minority groups.

2. Why is it important for the contractor to have an office in the Washington DC area when CBP activities are spread throughout the country and CBP is recruiting throughout the country? Why preclude contractors who can qualify in every other way except for having an office in DC? Why can't the contractor use the allotted travel budget to travel to DC.....or use the telephone for weekly/bi-weekly meetings?

A: All advertising is coordinated and requested from CBP HQ and may require meetings with key personnel from the advertising company on short notice.

3. Is there an incumbent contractor?

A: No.

- If yes, when was the incumbent's contract first awarded?

- If yes, is the incumbent eligible to participate in this solicitation?

4. What specific media markets are the priority for CBP recruiting? In order to prepare a well thought out recommendation, we would like to/need to have some indication of market priorities?

A: We would expect the vendor to make recommendations based on their research of CBP.

5. You've asked for pricing for a number of Contractor-staff positions. Is there a reason why one full-time individual could not fill the roles of two of the part-time positions listed?

A: We requested the breakdown for costs planning and the duties may require the expertise of multiple individuals. .

6. Section H.1, Key Personnel. The Key Personnel under this Clause lists all of the Labor Categories provided in Section B. The Project Director, Deputy Director, and Account Supervisor all have a "(1)" after the category.

Question: Are the Project Director, Deputy Director, and Account Supervisor the only key personnel categories or are all positions listed in Section H-1 considered key? If all of the positions listed are key then what is considered "Non Key Personnel" identified in the last bullet under Section M1 Factor 1, Technical Approach?

A: Vendor's administrative staff handling billings, etc.

7. Section C.2 Background: "Additionally, large volumes of applications are required to meet extraordinary hiring needs in many of our hard-to-fill law enforcement occupations (e.g. 3,500 applicants per week), . . . "

Will 3,500 applicants weekly be the set recruitment goal for the successful contractor? In other words, will this be used as a measure of success during this contract?

A: The large number of applicants referenced was based on meeting the President's Mandate for filling Border Patrol Agent positions. The mandate was completed in December 2008. CBP does not currently have the same requirement, but we should always be prepared for such hiring initiatives. And whether the vendor will be able to meet the recruitment goal or initiatives will be a consideration in the performance evaluation.

8. Section C.3 Basic Services Scope of Work, Item No. 5: "The Contractor will be required to design, program and provide updates for the Web site."

Does the contractor need to maintain the server as well as designing and providing updates to the Web site?

A: The maintenance of the website will be handled within CBP.

9. Section C.3 Basic Services Scope of Work, Item No. 6: "The Contractor will be required when necessary to conduct focus groups....."

Do you foresee having focus groups the first year of the contract, and if so how many?

A: Depending on the hiring needs at the time the contract is awarded, it is highly likely that focus groups will be required.

10. Section C.3 Basic Services Scope of Work, Item No. 10: "The Contractor must have experience working with at least two (2) agencies within the Federal Government during the last two years developing successful recruitment campaigns."

Does the required experience with the Federal government have to be the prime contractors, or can this be the combined experience of the prime contractor and teaming partner and/or subcontractor?

A: The experience can be combined, but must include a breakdown of the Federal experience by both the prime contractor and teaming partner.

11. Section C.5 Execution of Recruitment Advertising Plans

What traditionally has been the percentage of budget allocated to advertising?

A: Traditionally, the budget allocated to advertising is based on the hiring initiatives and projected attritions.

12. Section C.12 Place of Performance: “”The Contractors must be located within Metropolitan areas of Washington, D.C. (including Virginia and Maryland) and within commuting distance of CBP National Recruitment Division . . . “

Does this requirement infer that the prime contractor must be located near Washington, D.C. or may a teaming partner or subcontractor with a location in this area suffice as a representative?

A: If work will be performed by both the prime and the teaming partner, then both parties must be located near Washington, D.C.

13. Is there an incumbent contractor conducting this project; if so, who?

A: No current contractor.

14. In the Delivery Schedule, Section B, Page 3, you have estimated hours listed. Are we to adhere to these hours in the Technical Proposal recommendation (i.e. should we limit our recommendations to adhere to the “estimated hours” listed under each line item?)

A: As stated these are estimated hours only and because these are estimated hours, you do not have to limit your recommendations to adhere to the “estimated hours” listed under each line item.

15. Who is the incumbent prime contractor? Duplicate question see question 13

A: No incumbent contractor.

16. Was the previous/current contract with an 8(a) prime contractor?

A: Yes

17. What is the overall value of the contract (during each of the years of the contract)?

A; It will be determined at the conclusion of the contract selection process.

18. What was CBP’s annual media spend for national recruitment advertising in FY09, FY08, FY07 and FY06?

A: The vendor’s proposal on media spending for national recruitment advertising should be based on the requirements stated in the Statement of Work.

19. Is there an estimated budget or spend for media (under Other Direct Costs and/or Non-commissioned media & material) for Year 1 and subsequent years of the contract?

A: We expect the vendor to provide a cost proposal on estimated spending for media for year 1 and subsequent option years based on requirements stated in the statement of work requirements.

20. Why must the contractor service this account out of Washington, DC metro area?
Duplicate question – see question 2

A: See response to question #2.

21. The solicitation states that the contractor must staff key personnel at 75%. Are any key personnel to be “bought out” as 100% committed to the CBP contract?

A: The vendor will have to determine the resources required to produce the work.

22. We are concerned about the request to have experience with at least two (2) federal agencies doing recruitment campaigns. There are probably only a handful if any firms that meet that recruitment. Can this requirement be changed to experience with one federal agency doing recruitment campaigns?

A: Due to the anticipated advertising it is critical to review the experience of the vendors and feel that working with at least 2 Federal agencies is important.

21. Can we get access to the FY08 and/or FY09 National Recruitment Advertising Plan as a reference in developing our Technical Proposal response?

A: No.

22. Can you explain further what constitutes a “proprietary automated media tracking tool” as stated in Section C.6, item 5? Are you referring to system such as Donovan (DDS)?

A: Not sure what is Donovan. Need vendor to provide detail on what Donovan do?

23. How much detail are you looking for in the “Management Approach” regarding articulating our “invoicing procedure [and] the software [we] will use to track specific jobs, costs, invoices, work performed, [etc.]”?

A: CBP wants a clear understanding of your billing process and the tracking of costs by cost elements and payments.

24. Will there be oral presentations with finalist firms based on solicitation responses?

A: Oral presentations may be conducted and time will be allotted to in-depth presentations. Offerors will be provided guidelines and submission requirements.

25. Does the past performance come from the team or the prime-solely?

A: Performance comes from the team.

26. Do sub-contractors place of business have to be in the Washington D.C. Metro area?

A: Within the Metropolitan commuting area – DC, Virginia or Maryland

27. Do you anticipate having oral presentations? If so, will we be held to present the information we submitted in the RFP- or will we have time to go in-depth with our ideas/pitch, etc?

A: Oral presentations may be conducted and time will be allotted to in-depth presentations. Offerors will be provided guidelines and submission requirements.

28. What is the time frame for completion of the final national recruitment advertising plan following award of contract?

A: Please refer to the Statement of Work, Section C.13 DELIVERY SCHEDULE

29. Does only a percentage of this contract have to be given to an 8(a) or are 8(a)'s bidding on this contract?

A: The contract will be a 100% 8(a) award. The 8(a) will be allowed to subcontract out a portion of the work.

30. The solicitation lists an "8a competitive set-aside" for this RFP. Can we get an exception to participate in this solicitation?

A: There is no exception for a small business without 8(a) status to compete for the immediate requirement.

31. Since the Set Aside is 8a Competitive, is this open only to 8a firms and not large firms. Are Limited Liability Companies (LLC) eligible?

A: The contract will be a 100% 8(a) award.

32. Is this true that this is an 8a Competitive contract? Also, are there any small business (as a subcontractor) goals or preferences given?

A: Yes, this is an 8(a) competitive contract.

Subcontractor goals are specifically for large businesses and not the small business community

33. Will you please consider making this a Small Business set-aside rather than 8a Competitive?

A: The contract will be a 100% 8(a) award.

34. Section L.4, General Instruction for the Preparation of Proposals. Section 3 – Financial Capability under Paragraph A. Volume I – Business Management Information – Cost/Price Proposal states that the offeror shall: “(a) Provide a copy of annual financial statements including CPA certified balance sheet, profit/loss statement and statement of retained earnings...”

Question: Is it acceptable to provide our financials for the past three years without CPA certification? Our unaudited financials are provided to SBA annually as part of our continued certification under the 8(a) program. Neither SBA under the 8(a) program or GSA under their schedules has required submission of CPA certified financials for small businesses. An 8(a) certified company would incur significant expense to have a CPA to certify its financials.

A: This section has been revised.

35. Section F.2 Period of Performance states that the base year runs from March 30, 2009 to March 29, 2010 with four one-year option periods. As the response date for this solicitation is April 9, 2009, could you please clarify what the period of performance will be?

A: Projected period of performance is June 1, 2009 – May 31, 2010 for one base year and 4 option years.

36 part L, section B. Volume II - Technical Proposal- when describing how the proposal shall be prepared and tabbed in Section 3 - Technical Approach, it also includes information concerning the evaluation methods for the proposal and makes the requirements unclear. Could you please clarify what the proposal requirements are for the Technical Proposal?

A: This section has been revised.

37. In reviewing the solicitation, I have a concern regarding part L, section B. Volume II - Technical Proposal. When describing how the proposal shall be prepared and tabbed in Section 3 - Technical Approach, it also includes information concerning the evaluation methods for the proposal and makes the requirements unclear. Could you please clarify what the proposal requirements are for the Technical Proposal?

A: This section has been revised.

38. It was not clear if the following instruction on page 56 of the solicitation should refer to the section "above" this statement versus "below". Please confirm.

A: Section L4 has been revised.

39. Will a powerpoint presentation need to also be submitted with the proposal as referred in page 58 of the solicitation. If so, which section (vol. 1 vs. vol 2, which section, etc) should it be included in our proposal response?

A: Section L4 has been revised.